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LEO BURNETT U.S.A.

March 23, 1990

Ms. Barbara Trach
PHILIP MORRIS USA
120 Park Avenue
New York, New York 10017

RE: BUCKS TELEMARKETING SCRIPT

Dear Barbara:

This forwards a revision to the Bucks telemarketing script for your legals' approval.

Revisions include:

- Inclusion of "two free pack offer" language, in place of copy which indicated product would be mailed.
- Deletion of New Hampshire from our listing of restricted areas.

Barbara, please call to confirm legal approval.

Best Regards,

LEO BURNETT USA

Elizabeth M. Sedor

Elizabeth M. Sedor

cc: PM
A. Goldfarb
J. Greene

LB
B. Rosenthal
L. Walsh
D. Rappin
P. Fitzgerald

3/28

Maria B—

FYI—

Due to the change in plan to send coupons rather than product for the Bucks for Zip ads — a minor change to the telemarketing script was necessary.

Please replace the script in your files with this one.

Note— I have underlined the changes.

I assume our legal approval still holds.

Right?

Thanks—

Barbara

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cpmlbtts.m23

Source: https://www.industrydocuments.ucsf.edu/docs/gjbk0000